

**CREATING TOURISM SUSTAINABLY IN CHALLENGING TIMES**

23-25 May 2022 | VIRTUAL CONFERENCE

# CONFERENCE PROCEEDINGS

## ASIA- PACIFIC CHRIE 2022

# INTRODUCTION

Greetings from Sunway University and welcome to the APacCHRIE 2022 Conference!

First and foremost, thank you all for your support and participation at this much-anticipated annual conference.

There has been an eclectic range of paper submissions received this year. The theme of the conference is “Creating tourism sustainably in challenging times”, which is particularly apt as nations across the globe are gradually recovering from the COVID-19 pandemic. Hence, this conference provides researchers, practitioners and the academic community with an important platform to critically discuss the opportunities and furtherance of the hospitality and tourism industry.

Along with the tremendous support from paper committee and paper reviewers hailing from different renowned institutions, a total of 156 papers have been accepted to present in this conference. Indeed, there are numerous interesting and insightful papers, which we hope you will enjoy and benefit from.

Last but not least, we would also like to express our gratitude to all colleagues, speakers, sponsors, conference participants and the student committee for the tremendous support in the creation of this conference.

We wish you a great virtual experience with us.



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**Assoc Prof Alexander Trupp**  
Conference Co-chair /  
Paper Co-chair



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**Prof Sam Kim**  
APacCHRIE President

# ACKNOWLEDGEMENT

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Curtin University Malaysia

**Ilisapeci Matatolu**  
The University of the South Pacific

**Dr Jaeyeon Choe**  
Swansea University

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Macao Institute for Tourism Studies

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